

Tips for Recruitment of Peer Leaders and Class Participants

Ideas for Recruiting Peer Leaders

- Leaders often come out of classes where they have been participants.
- Leaders do not have to be organization's clients or members, nor do they have to have a chronic disease. Although, at least one in the pair of leaders should have a chronic disease.
- Contact volunteer bureaus; utilize volunteer bulletins and agency newsletters.
- Contact voluntary health agencies – ALA, AHA, Lupus Foundation, MS Society, internet sites for groups, Red Cross, Neighborhood Association newsletters, etc.
- Offer community talks on various health topics in community centers, senior centers or senior residence communities and express need for volunteers.
- Contact Retired Volunteer Service Program in your area.
- Contact churches, caregiver groups, councils of churches, service clubs, etc.
- Contact other employees within your organization who may be interested in volunteer work.
- Track referral sources of new lay leaders to help you determine the most effective recruitment strategies.
- Have informational meetings for interested, potential leaders.

Ideas for Recruiting Class Participants

- Announcement in your organization's publications as well as in local agency newsletters, local community newspapers, radio, etc.
- Inform and invite new clients or patients.
- Include an invitation with physician appointment slips
- Try web site publicity.

Tips for Recruitment continued

- Put flyers or brochures in pharmacies, labs and clinics. Send to people identified as having certain diseases.
- Advertise to people in other health education classes, including classes sponsored by other organization
- Work with voluntary health agencies in your area
- Talk to support groups in the hospital and in your community
- Talk to local pharmacists in and out of your organization. They often counsel many people and can recommend the program.
- Publicize in senior community centers. May even offer classes at these centers.
- Publicize in local churches, maybe in bulletins or announcements after services. Also, may offer classes at the churches.
- Put flyers on exam room doors and brochures in waiting areas.
- Contact and invite patients on the hospital discharge list, hospital auxiliaries or consortiums.
- Work with home health agencies.
- Contact local schools to send home information to parents in school kids' notices or newsletters.
- Get the word out by email to your entire facility.
- Track referral sources of participants to help you determine the most effective recruitment strategies.

Ideas for Encouraging MD Referrals

- Start by talking to health education advisors/chiefs.
- Talk with the designated MD champion at the regional or medical center level.
- Organize a steering committee to spearhead publicity.
- Publish research results and program information in MD publications.
- Talk to MD's in specialties, e.g., pulmonary medicine, rheumatology, cardiology.

Tips for Recruitment continued

- Get active support from specialty committees such as those dealing with chronic disease management.
- Incorporate into service lines.
- Work with mental health providers, who are very good sources for referrals.
- Send email to physicians, talk directly with chiefs about ideas for contacting the department MD's. Mention at the new MD orientation.
- Tag chart for invitation and then document in chart that patient attended.
- Track referrals, call to thank MD for frequent referrals.
- Incorporate information about the course into group appointments

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